



AFTER THE SMALL AREA PLANS

After the Convention Center

Small Area Plan

*Snapshots of Progress Made
Since the Adoption of the Plan...*



The Convention Center Area Strategic Development Small Area Plan (the Plan) was approved by DC Council in June, 2006. The Plan was created by the Office of Planning as a response to the influx of investment spurred, in part, by the construction of the new Washington Convention Center. It seeks to help the District and community guide private and public investment to realize three key objectives:

- Strengthen Neighborhood Businesses
- Generate Quality Housing
- Improve the Public Realm



Government of the District of Columbia
Vincent C. Gray, Mayor

WHAT IS “asap”?

This document, *After Small Area Plan* report (asap) has been created to help report the progress made and to assess implementation efforts since the adoption of the Small Area Plan in 2006.

STUDY AREA

The study area is located north of Washington’s Central Business District and includes a mix of row houses, apartments, retail uses, and public facilities. It is bounded by New York Avenue, Massachusetts Avenue, 12th Street, Vermont Avenue, U Street, Florida Avenue, and New Jersey Avenue. The area is generally referred to as Shaw, but includes a number of neighborhoods identified by area residents. These include Logan Circle, French Street, Westminster Street, Blagden Alley, O Street Market, East Central, and Mount Vernon Square.

PLAN OVERVIEW

In addition to being conveniently located within the District, the mix of housing types and number of affordable housing units in the study area has throughout the latter part of the 20th century ensured that the area has retained its diversity. With concerns about losing affordable housing, a desire to attract retail, and many demands placed on its public spaces, this study was initiated to develop a strategy for guiding new development so that it benefits existing residents, as well as those that are new to the neighborhood, and to ensure that the District uses its resources as effectively as possible to address these issues.

KEY DEMOGRAPHICS

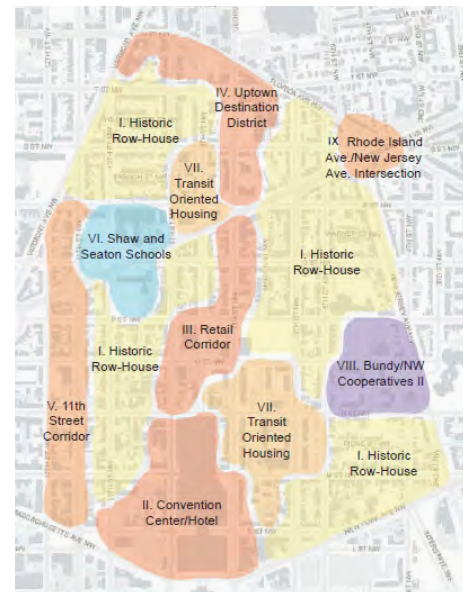
Over the past five years, the study area has experienced shifts in Median Household Income, home ownership and housing units. According to the 2000 census, the Median Household Income was \$25,974 around the time of Plan completion and, according to data from the 2005-2009 American Community Survey, today it is \$57,274. The percentage of owner occupied units has grown from 19% to 35%. And lastly, occupied housing units have grown from 2,871 units to 4,118 units today.

Around the time of the Plan’s completion the study area’s population was estimated to be 9,028 and today it’s approximately 9,842, according to the 2010 census. However, with the completion of over 5 major development projects in the next three to five years – including the Convention Center Hotel, CityMarket at O, Progression Place, Howard Theater Restoration and Kelsey Gardens/Addison Square—the area will experience a great amount of population growth.

PROGRESS REPORT

Over \$1 billion in public and private funding has been invested in the SAP study area since plan completion, which includes built and un-built projects. The District of Columbia alone has invested nearly \$300 million in development. The key objectives of the plan have been met because of a major initiative to synthesize a wide variety of development projects from affordable housing to market rate apartments, as well as public realm and street facade improvements.

Recommendations in the Plan are organized into the public realm and nine sub-areas. The following section provides a snapshot of recommendations in the Plan and detailed information on the progress that has been made since plan adoption in 2006.



Map of Sub-Areas within the Study Area

Street and Public Right of Way

VISION: Develop, maintain, and enforce standards for different street types that address sidewalks, streets, tree boxes, and public right-of-way.

Description

The Public Realm Design Handbook was completed by DDOT in 2008. In 2010, OP completed a similar guide with additional detail and clarifications.

Status: Complete, 2008

VISION: Explore designation of P Street as a greenway and opportunities for connecting open spaces along the street.

Description

From December 2010 through February, 2011 DDOT completed a Pavement Removal project along P Street based on the greenway concept. This project removed 7,193 sf of pavement and added 7,193 sf green space from Florida Ave to Logan Circle.

Status: Complete, 2011

Investment Highlight:

- Pavement Removal Project (Seaton Elementary School and P Street Greenway)

Total Project Cost: \$320,000



11th Street Reconstruction

- 11th Street Reconstruction
- Total Project Cost: \$6,338,003**

Sub-Area 1: Row-Housing

VISION: Ensure that development on infill sites scattered throughout residential areas is designed to be consistent with neighborhood character.

Description

Several residential projects in this area, ranging from 2 units to 10 units, have gone through the HPRB review process and have been approved with the review and support of HPO. Infill projects that are not within a Historic District are reviewed and approved through the standard zoning review process.

Status: Ongoing

Sub-Area 2: Convention Center/Hotel

VISION: Locate Convention Center Headquarters Hotel as the southern anchor of the retail corridor.

Description

Convention Center Headquarters Hotel broke ground on November 10, 2010 and will be located at 9th and Massachusetts Avenue. It is expected to be completed by 2013 with 1,166 hotel rooms and commercial use.

Status: Complete, 2010 (under construction)

VISION: Improve facades and preserve architectural history of retail buildings on 7th and 9th streets.

Description

Several small businesses along 9th Street have made façade improvements that have preserved and enhanced the retail character. In FY10, Wag-Time and Longview Gallery received storefront improvement assistance through Shaw Main Streets, Inc./DSLBD grant support in FY10. In early 2011, the garmentDISTRICT – a program of Shaw Main Streets, Inc. and SiNGA, Inc. – was funded with the Office of Planning's temporary urbanism grant to support creative entrepreneurs, activate commercial corridors and promote neighborhoods.

Status: Complete, 2010

Investment Highlight:

- Convention Center Headquarters Hotel

Total Project Cost: \$515 million



Wagtime on 9th Street

Sub-Area 3: Retail Corridor and Sub-Area 4: Uptown Destination District

VISION: Encourage a mixed-use development on the O Street Market block that is the focal point for the retail corridor.

Description

CityMarket at O broke ground on September 1, 2010 and is expected to be completed by 2014 with a 72,000 sf Giant Food Store, 80+ affordable senior rental units, 395 market rate apartments, a 180+ room hotel and 10,000 sf of neighborhood retail.

Status: Ongoing (construction start date is fall, 2011)

VISION: Encourage NCRC to develop their properties at 8th and O streets with ground floor retail and mixed-income housing on upper floors.

Description

Control of NCRC parcels has been transferred to DMPED. Kelsey Gardens/Addison Square at 8th and O Streets received zoning approval in 2009 to demolish 54 units of existing affordable housing to be replaced with approximately 227 market units and 56 affordable units, as well as 145,000 sf of non-residential.

Status: Ongoing (construction start date is TBD)

Investment Highlight:

- Howard Theater Restoration (Phase 1)

Total Project Cost: \$28 million

- CityMarket at O

Total Project Cost: \$260 million

- Progression Place/UNCF Headquarters Project

Total Project Cost: \$150 million

Sub-Area 5: 11th Street Corridor

VISION: Encourage development of multi-family apartments and condominiums on parcels.

Description

Several multi-family apartments and condominiums in the Shaw Historic District along 11th Street, totaling approximately 40 units, have been constructed or are currently under construction since the Plan's completion.

Status: Complete, 2010

Sub-Area 7: Transit Oriented Housing and Public Amenities

VISION: Encourage renewal of Project-based Section 8 contracts; alternatively, redevelop with equivalent/increased number of affordable residential units.

Description

The District implemented Inclusionary Zoning (IZ) affordability requirements in 2009 on projects of 10 units or more for much of the city. DHCD's 2011-2015 Consolidated Plan gives funding priority "for preservation or creation of affordable units."

Status: Ongoing (future development projects in the study area will go through IZ)

Investment Highlight:

- Over 500 units of affordable housing are planned
- Gibson Plaza Apartments Renovation

Total Project Cost: \$31 million



Watha T. Daniel-Shaw Library

- Watha T. Daniel-Shaw Library

Opened August, 2010

Total Project Cost: \$15 million

SUMMARY OF SUCCESS

Out of the 32 recommendations in the SAP, 24 have been initiated or completed. Other recent accomplishments near the study area include the phase one groundbreaking of \$700 million CityCenter, the completion of the Mount Vernon Square District Project led by the Office of Planning, and the launch of the Downtown BID's DowntownDC Ecodistrict. This progress wouldn't have been possible if it weren't for strong community support, private investment, main street leadership and the initiative of local agencies like DDOT and DMPED. The Office of Planning will monitor the status of the following recommendations over the next three to five years through standard tracking and zoning revisions:

- Affordable Housing
- Retail Opportunity
- Historic Preservation
- Transit Oriented Development
- School Facility and Site Revitalization
- Convention Center Headquarters Hotel

FOR MORE INFORMATION CONTACT:

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